

TERMS AND CONDITIONS

1. INTRODUCTION

Are you a startup based in Spain? Are you interested in the tourism innovation market? Come and join Airbnb Marketing Services S.L. and Barcelona Tech City in this competition

Airbnb Marketing Services S.L. (NIF: B65613390, Carrer de Casanova 2-4, Barcelona, 08011) (“**AMS**”) in collaboration with Barcelona Tech City, is launching a competition for start-ups working on tourism innovation and the sharing economy to win 15.000 euros and a trip to Airbnb Inc.’s headquarters in San Francisco (hereinafter, the “**Competition**”).

The aim of this initiative is to encourage tourism innovation and the sharing economy in cities to help generate new synergies and growth opportunities for start-ups in the sector.

The Competition is open to startups at an early stage of development or more consolidated that are legally registered in Spain. We will be looking for innovative solutions to address some of the cities challenges with the tourism industry: dispersing tourism and authentic and responsible tourism. At the same time, solutions should explore ways of stimulating growth in digital innovation in the sharing economy.

The prize for the winning startup includes 15.000 euros and a return ticket to San Francisco from Barcelona in September 2017 as well as an Airbnb accommodation coupon for the CEO or a senior level representative from the winning start-up fluent in English. The winner will also have the opportunity to visit Airbnb Inc.’s headquarters in September and meet with some senior level staff.

2. THE CHALLENGES

- 1) Spreading the benefits of tourism.
How the sharing economy can help spread tourism, open up new neighbourhoods and promoting local business and entrepreneurs.
- 2) Sustainable and qualitative experiences.
How digital innovation can add value to travel helping to provide a more meaningful and sustainable tourism experience

3. REQUIREMENTS

Startups interested in entering the Competition are required to fill a completed short questionnaire detailed below and send a presentation (max 6 slides) to partnerships.spain@airbnb.com before the 9th of July 2017. The shortlisted candidates will be announced on 14th July 2017 and the awards ceremony will be held on 20th July 2017 at Barcelona Tech City, Pier 01.

For more information please contact nuria.lozano@airbnb.com

Eligibility:

This Competition is only open to startups that fulfil the following eligibility requirements:

- Being duly registered as a Spanish legal entity (e.g. SL, etc.) not prior to 31 December 2010.
- Having business activity in Spain.
- Having less than 50 employees.
- Having a management team of at least 2 persons working full-time for the startup.
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The prize shall be declared void if no candidates accomplishing these eligibility requirements apply.

4. EVALUATION CRITERIA

Applications will be evaluated by a Committee of Experts formed by relevant names from Tech, Digital, Startup and Tourism Ecosystem in Barcelona and representatives from Barcelona Tech City and AMS. They will review the applications at the final stage of the selection process to choose the winner.

The entries will be assessed according to how well they meet the following criteria:

1. How innovative is the product/solution?
2. How relevant is the product/solution to the challenge identified?
3. What is the potential of the business to develop and grow (even if it is at the early stage of its development)
4. What is the maturity of the business and its readiness for deployment and scale up?

5. JUDGING

Each application will be evaluated independently by one representative from Barcelona Tech

City and from AMS. They will shortlist 10-15 candidates depending on the amount of entries. The shortlisted applications will be reviewed and evaluated by each of the expert judges. The final result will be an average of the overall scores.

In case of a draw, the different judges will re-evaluate the cases on the basis of: degree of innovation, relevancy and technical feasibility of the solutions.

6. CONSENT TO USE PARTICIPANT'S IMAGE AND INTELLECTUAL PROPERTY RIGHTS

All participants taking part in the Competition declare that they have sufficient ownership of intellectual property rights (trademarks, etc.), programmes and/or content included in their proposals, declaring through the acceptance of these Terms and Conditions that they do not infringe on any intellectual property right or any other rights that any third party may hold in Spain or abroad regarding the contents and exempting AMS and Barcelona Tech City from any liability regarding the use of the above-mentioned programmes and/or content.

Specifically, and in relation to the content and images that participants may make public during the Competition, the latter guarantee and are liable to exempting AMS and Barcelona Tech City and third parties for the following aspects:

- (i) They are legitimate owners of the corresponding rights, granting AMS and Barcelona Tech City the license for their publication and, where appropriate, have obtained the necessary consent from third parties to do so.
- (ii) They do not violate applicable laws such as those relating to the right to privacy, image and/or honour, intellectual, industrial or similar property rights, or any right of a third party, either a person or a company.
- (iii) In the unlikely event that they publish personal details about another person during the course of the Competition, they should have previously obtained their consent for the publication.

The participant will therefore be liable to AMS and Barcelona Tech City for the accuracy of the details reported, ensuring that they do actually correspond to them and not to a third party, holding AMS and Barcelona Tech City harmless from any demand or claim that, if applicable, could be made by third parties in relation to the above statements, and any legitimate right to the content that is published and/or provided to AMS and Barcelona Tech City as part of the Competition.

The participants are in any event solely liable for the consequences of damages or actions arising from use of the content and/or programmes included in their proposals, as well as their reproduction and diffusion.

Intellectual and/or industrial property for initiatives and projects submitted in the Competition will -where appropriate in each case- belong exclusively to participants who submitted them.

By participating in this Competition, the participants grant AMS and Barcelona Tech City a transferrable, worldwide, royalty-free license to use their corporate name and trademark, as well as their representatives' name, image and voice in connection with the Competition.

7. PERSONAL DATA

By submitting the application form, the participants consent that their personal data provided will be collected by Airbnb Marketing Services S.L. with address at Carrer de Casanova 2-4, Barcelona 08011 for the purposes of administering the Competition. The participants are entitled to access to their data freely in the terms established by applicable laws or to request AMS to rectify, oppose or cancel their data by sending an email to partnerships.spain@airbnb.com.

The participants also consent that their data provided in the framework of this Competition may transferred to Airbnb, Inc. (company adhered to the Privacy Shield principles) and Airbnb Ireland UC for the same purposes and in the terms set forth in the Airbnb privacy policy available at https://www.airbnb.es/terms/privacy_policy.

8. USE OF AIRBNB & BCN TECH CITY TRADEMARKS

All trademarks, service marks, logos, trade names and any other proprietary designations of "Airbnb" used on or in connection with this Competition are trademarks or registered trademarks of Airbnb Inc. or any other Airbnb company within its group, in the US and abroad. No rights are granted to the participants over the trademarks, service marks, logos, trade names, and any other proprietary designations of Airbnb, Inc or any other Airbnb company within its group and Barcelona Tech City, therefore, unless written authorization from Airbnb or Barcelona Tech City, respectively the participants are not allowed to use them.

By submitting the application form, the participants accept and agree to be bound by these Terms and Conditions. They warrant that all information, documents and data provided are accurate and do not infringe third party rights. Any violation of these Terms and Conditions may result in disqualification. All decisions of the Committee of Experts are final and binding in all respects.

9. MODIFICATIONS AND CANCELLATIONS

AMS and Barcelona Tech City reserve the right to modify these Terms and Conditions at any time, including the prize and/or its possible cancellation before the expected date of resolution, provided there is a justified cause, undertaking to publish these modifications through its website www.barcelona.airbnbcitizen.com .

Furthermore, if participants wish to make any modifications or cancellations related to the information provided, they must do so to the email address partnerships.spain@airbnb.com.

10. TAXES

All applicable taxes, if any, are at the winner's sole responsibility.

11. APPLICABLE LAW AND JURISDICTION

These Terms and Conditions are governed by Spanish law and the participants and the organizer, expressly waiving any other jurisdiction, are subject to the Courts and Tribunals of the city of Barcelona for any dispute arising between the parties.

ANNEX

APPLICATION FORM

This questionnaire takes about 20 min to complete. Once completed, it should be submitted by sending an email to partnerships.spain@airbnb.com before 9th July 2017.

You agree in that you are fully responsible for the veracity of the information provided.

Please complete the form with maximum 150 words per question.

Section 1 – General Information

- Name and Surname:
- Job Title:
- Are you the individual that would travel to San Francisco? Yes/No
If Not, who will (name and job title)?
- Name of your company.
- Do you have a legal company already formed?
- Is your business based in Spain? Yes/No
- Address – Street Address/City/Region/Postalcode/Country
- Phone Number:
- Email:
- Website (if you have one)
- Who is the core team? For how long you have been working together?
- Have you raised any money so far? How?
- When the startup was founded?
- Anything else you would like to add (prizes, etc...)?

Section 2 – The Challenges

- Which of the challenges do you want to address?
- What is your idea, solution or product? How did you come up with it?
- How do you think it should be implemented or how are you implementing it?
- When would you be ready to scale up this solution?
 - Now
 - In 3 to 6 months
 - In 1 year or more

Section 3 – Interest

- Explain your business interest or experience in/with tourism innovation.
- Describe the customer segment/ market you are targeting
- In 5 years time, how will your idea, product or solution fit in?
- In which stage of development is your product/solution at?
 1. Concept
 2. Prototype
 3. Product/Market fit
 4. Initial commercialisation phase
 5. Growing phase
- What would winning the award mean to you and your business?

Please submit presentation (6 slides max) to partnerships.spain@airbnb.com

Thanks for submitting your application